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PTD/SB/97 (09-04)

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- ① Response After Final Office Action Amendment under 37CFR 1.116
- ② Courtesy copy of Information Disclosure statements filed December 21, 2004

Total number of pages, including cover page:

15 pages

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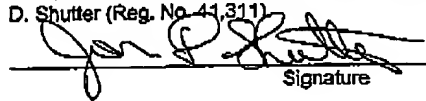
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NO. 374 P. 2

Appl. No. 09/887,198  
Amndt. dated July 1, 2005  
Reply to final Office Action of May 3, 2005

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**BOX AF  
EXPEDITED PROCEDURE  
37 C.F.R. 1.116  
PATENT  
Case No. N0093US**

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

Appl. No. : 09/887,198  
Applicant : Matthew A. Guido et al.  
Filed : June 22, 2001  
Titled : Geographic Database Organization that Facilitates Location-  
Based Advertising  
TC/A.U. : 2167  
Examiner : Kuen S. Lu  
Docket No. : N0093US  
Customer No. : 37583

Commissioner for Patents  
P.O. Box 1450  
Alexandria VA 22313-1450

**RESPONSE AFTER FINAL OFFICE ACTION  
AMENDMENT UNDER 37 C.F.R. §1.116**

Sir:

In response to the final Office Action of May 3, 2005, please amend the above-identified application as follows:

**Amendments to the Claims** are reflected in the listing of claims which begins on page 2 of this paper.

**Remarks** begin on page 5 of this paper.